

ROU Overview / Review

Provide a brief overview of the ROU administrative processes, ROU objectives, and tactics as they relate to supporting Field Sales personnel and the value added services the ROU provides.

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ROU OVERVIEW / REVIEW

ROU Mission:

- ⇒ Streamline work efficiencies/procedures
- ⇒ Add value to all processes
- ⇒ Proactive versus Reactive
- ⇒ Awareness of end users
- ⇒ Timely distribution of communication
- ⇒ Evaluate “Nice to Have” versus “Need to Have”
- ⇒ Crisp execution of workplan (all aspects)
- ⇒ Effective resource utilization

Resource Utilization

Merchandising:

Objective: provide a check and balance that ensures effective/efficient utilization of RJR resources

- ⇒ Merchandising guidelines communicated at Annual Meeting
- ⇒ KAMs/AMs included in their presentations
- ⇒ Materials Coordinator reviews all merchandising requests
- ⇒ Fixture requests that do not meet requirements are given to ROM for review
- ⇒ ROM reviews and communicates to appropriate RJR manager pending management approval

OPM Installation:

Letter sent to all personnel stating that we need to be getting a two year placement commitment. If not satisfied, retailer agrees to pay 50% of fixture cost.